## dmbb41416.mov / AMF: Ben Hogan Golf Equipment, 1970s / Duke Digital Repository

- In 1976, the Ben Hogan company revolutionized the industry with the introduction of the Legend shafted clubs. Today the terms likeness, distance control, and feel are all synonymous with the Hogan Legend shafted club. Now available in four models with a new softer grip for more comfort. The Hogan Legend shafted clubs perform likeness, distance control, and feel. Swing a legend that your approach shop. You'll want the whole set.